

Enterprise Website Redesign Checklist

Understand (and Trust!) the Process

Large-scale website redesign projects are often viewed in the same simple overarching terms that work best for smaller and simpler redesigns: discovery, design, development, and launch. This is a misstep. While these phases are certainly relevant for enterprise projects, there are actually dozens of elements that make up and support each step shown in the checklist below.

Brand Alignment

- ☐ Consensus building/organizational alignment
- ☐ Brand identity
- ☐ Brand messaging

Research & Strategy

AUDIENCE & USERS

- ☐ Audience research
- ☐ Search pattern analysis
- ☐ Brand messaging
- ☐ Analytics & data review
- ☐ Third-party research & trends
- ☐ Usability testing

CONTENT STRATEGY

- ☐ Information architecture
- ☐ Conversion optimization
- ☐ Asset requirements planning (videos/imagery)

Design & Build

- ☐ General requirements gathering
- ☐ Technical requirements gathering
- ☐ Wireframes/UX design
- ☐ Visual/UI design
- ☐ Copywriting
- ☐ CMS configuration
- ☐ Development/implementation
- ☐ Integrations & third-party systems
- ☐ QA testing
- ☐ CMS rollout & training
- ☐ Deployment & redirects
- ☐ Accessibility/ADA
- ☐ Content migration planning
- ☐ Content migration: automated
- ☐ Content migration: manual

Measure & Optimize

- ☐ SEO: on-page
- ☐ SEO: off-page
- ☐ SEO: technical
- ☐ Analytics customization & reporting
- ☐ Marketing technology/personalization/sequencing
- ☐ Ongoing SEO and content strategy
- ☐ Ongoing ad campaigns (e.g., PPC/social)
- ☐ Ongoing technical support

